

Message

From: John Lagerling [REDACTED]@google.com
Sent: 8/23/2011 8:17:41 PM
To: Eric Chu [REDACTED]@google.com
CC: Patrick Brady [REDACTED]@google.com
Subject: Re: FW: Re: Meeting notes from meeting with Eric Chu

I agree with you Eric. I will push towards that direction.

On Aug 23, 2011 12:58 PM, "Eric Chu" <[REDACTED]@google.com> wrote:

>

> Yes. For example, they will have a time-limited exclusive on some new
> Adobe apps... I agree with the logic of no revenue share for devices
> with multiple app stores.

>

> Only reason I'm even pushing for this is if we can leverage this trade
> to turn Samsung App Store into Samsung Merchandising app for the
> Americas, I would think that's a bigger strategic win...

>

> Eric

>

> On 8/23/11 11:59 AM, John Lagerling wrote:

>> We shouldn't pay for promotional placement (AM rev-share) when there
>> are other app-stores side-by-side.

>> Chris cut a deal with Moviles where they are not going to litter the
>> device with several app-stores, in turn for a good rev-share. I think
>> this is fair. And Samsung are unhappy about it. Eric: Has Samsung done
>> any exclusive app-deals with developers?

>>

>> On Tue, Aug 23, 2011 at 10:02 AM, Patrick Brady <[REDACTED]@google.com
>> <mailto:[REDACTED]@google.com>> wrote:

>>

>> Yeah, I guess it's just not clear to me if their store has any
>> legs to stand on as it is.

>>

>>

>> On Tue, Aug 23, 2011 at 10:00 AM, Eric Chu <[REDACTED]@google.com
>> <mailto:[REDACTED]@google.com>> wrote:

>>

>>

>> That was my first reaction also. Reason why I thought we
>> should entertain this is that if we can get Samsung to
>> completely move to a model where Samsung App store is just
>> merchandising and they deep link to Android Market, that's a
>> big win for us. If we can get them to start with moving to
>> this model in the US, that would be a great step forward.

>>

>> That's the trade that I'm referring to...

>>

>> Eric

>>

>>

EXHIBIT 312

>>
>> On 8/23/11 9:42 AM, Patrick Brady wrote:
>>> Why would we endorse their app store if their customer
>>> doesn't want it? On what basis would we endorse? (That we
>>> think it offers a good UX?)
>>>
>>> I don't think that trade makes sense unless we really need it.
>>>
>>> On Tue, Aug 23, 2011 at 9:33 AM, Eric Chu <████████@google.com
>>> <mailto:████████@google.com>> wrote:
>>>
>>>
>>> Hi guys,
>>>
>>> Have been having discussions with Samsung to get them to
>>> stop distributing apps through Samsung App store. They
>>> seemed to be willing to go with a hybrid model where they
>>> deep link to Android Market for actual distribution.
>>>
>>> It turns out that America Movil is pushing back on
>>> Samsung App store. Samsung is asking for Google's
>>> endorsement.... What do you guys think? Should we ask for
>>> a trade where they move all US deployments to this new
>>> model? Our party line is that it is easy to explain this
>>> as something we're doing together in general but not as
>>> an exception for 1 carrier...
>>>
>>> Eric
>>>
>>>
>>> ----- Original Message -----
>>> Subject: Re: Re: FW: Re: Meeting notes from meeting with
>>> Eric Chu
>>> Date: Tue, 23 Aug 2011 10:24:21 +0000 (GMT)
>>> From: 신보연 <Boyeon Shin@samsung.com>
>>> <mailto:Boyeon Shin@samsung.com>
>>> Reply-To: Boyeon Shin@samsung.com
>>> <mailto:Boyeon Shin@samsung.com>
>>> To: Eric Chu <Eric Chu@google.com>
>>> <mailto:Eric Chu@google.com>
>>> CC: 권강현 <Key Won@samsung.com>
>>> <mailto:Key Won@samsung.com>, Martin Tannerfors
>>> <mailto:Martin Tannerfors@sta.samsung.com>
>>> <mailto:Martin Tannerfors@sta.samsung.com>, Eui Suk Chung
>>> <mailto:Eric Suk Chung@sta.samsung.com> <mailto:████████@sta.samsung.com>,
>>> Seok Ha Koh <Seok Ha Koh@sta.samsung.com>
>>> <mailto:Seok Ha Koh@sta.samsung.com>, Quam Erogbogbo
>>> <mailto:Quam Erogbogbo@sta.samsung.com>
>>> <mailto:Quam Erogbogbo@sta.samsung.com>, James Botello
>>> <mailto:James Botello@sta.samsung.com>
>>> <mailto:James Botello@sta.samsung.com>, G. Kim <G. Kim@sta.samsung.com>

>>> <mailto:G. Kim @sta.samsung.com> G. Kim @sta.samsung.com>
>>> <mailto:G. Kim @sta.samsung.com>, 빤운재
>>> WW Bin@samsung.com <mailto:WW Bin@samsung.com>, 강병진
>>> BJ K @samsung.com <mailto:BJ K @samsung.com>, 남환우
>>> Hwan Woo @samsung.com
>>> <mailto:Hwan Woo @samsung.com>, 김호경
>>> HK Kim @samsung.com <mailto:HK Kim @samsung.com>, 김도경
>>> 김도경 <mailto:Kim DK@samsung.com> <mailto:Kim DK@samsung.com>, 김현중 <mailto:Gustavo Kim@samsung.com>
>>> <mailto:Gustavo Kim@samsung.com>
>>>
>>>
>>>
>>> Hi Eric,
>>>
>>> At the moment, we do not have a short term plan to launch
>>> paid application services in the US.
>>>
>>> So, your concern on the confusion regarding two different
>>> payment systems do not arise.
>>>
>>> Samsung's own application tab is only for the
>>> preload/postload updates which we should use our internal
>>> system (all are free apps).
>>>
>>>
>>> They can use Android Market to update their own apps and 3rd
>>> party apps as of Phonesky, and that offers a more consistent UX.
>>>
>>> Hope this explains better for you to understand our
>>> proposal.
>>>
>>> In the mean time, we do have a bit of issues in Latin
>>> America as we briefly mentioned in our meeting earlier
>>> this month on America Movil.
>>>
>>> America Movil say that they do not want us to service
>>> Samsung Apps any more unless Google agrees to it.
>>>
>>> So, if we both agree on this new model, can we launch
>>> this hybrid Samsung Apps in Latin America for America Movil?
>>>
>>>
>>> Please let me know your thoughts.
>>>
>>> Thank you,
>>>
>>> Boyeon Shin
>>>
>>> *Manager*
>>>

>>> *Service Operation Team*
>>> *Media Solution Center
>>> **SAMSUNG ELECTRONICS*
>>>
>>> *Office : [REDACTED] *Mobile: * [REDACTED]
>>> *E-Mail :*Boyeon.Shin@samsung.com
>>> <mailto:Boyeon.Shin@samsung.com>
>>>
>>> ----- *Original Message* -----
>>>
>>> *Sender* : Eric Chu Eric.Chu@google.com>
>>> <mailto:Eric.Chu@google.com>
>>>
>>> *Date* : 2011-08-23 01:16 (GMT+09:00)
>>>
>>> *Title* : Re: FW: Re: Meeting notes from meeting with
>>> Eric Chu
>>>
>>>
>>> Hi Boyen,
>>>
>>> Thanks for the proposal. If I understand it correctly,
>>> the Samsung App Store application will merchandise a list
>>> of apps where many of the apps will be deep-linked to
>>> Android Market and some of them will be from Samsung's
>>> backend.
>>>
>>> Assuming that's the proposal, it can certainly work. I do
>>> think it will be somewhat confusing for users especially
>>> if some of these apps ask for payments for example. In
>>> that scenario, users who have already purchased products
>>> from Android Market will be asked again to set up yet
>>> another forms of payment.
>>>
>>> If the problem Samsung is solving is to make sure apps
>>> that are designed to run only in a specific country or
>>> carrier, Android Market already provide the ability to
>>> apps to be targeted only to specific devices.
>>>
>>> Does that address what Samsung is looking to solve with
>>> the hybrid proposal?
>>>
>>> Thanks
>>> Eric
>>>
>>> On 8/17/11 9:10 PM, Boyeon Shin wrote:
>>>>
>>>> HI Eric,
>>>>
>>>> As promised we have reviewed the feedback, during our
>>>> meeting in Mountain View, and investigated possible
>>>> options for Samsung and Google to collaborate in the US.

>>>>

>>>> Overall, Samsung agrees with the proposed architecture
>>>> for Samsung Apps deep-link collaboration with Android
>>>> market while still controlling the
>>>> merchandizing/promotion/curation of applications.

>>>> Allowing Samsung to retain the brand as Samsung Apps in US.

>>>>

>>>> What we propose is a hybrid model leveraging the Android
>>>> Market infrastructure while still meeting the needs of
>>>> Samsung application strategy.

>>>>

>>>> Hence, we envisage the following two components:

>>>>

>>>> 1.A Featured application tab to provide
>>>> merchandizing/promotion of Android market apps most
>>>> suitable for Samsung devices (deep link to Android market)

>>>>

>>>> 2.Samsung's own applications tab (preload/post load
>>>> updates) and local specific applications for each
>>>> country/carriers.

>>>>

>>>> For Samsung launch and carrier purposes these will still
>>>> remain on Samsung Apps

>>>>

>>>> Detailed architecture of this arrangement still needs to
>>>> be discussed, however, we anticipate launching this in
>>>> Q1, 2012.

>>>>

>>>> Would greatly appreciate your thoughts on the above
>>>> proposal and look forward to discussing next steps together.

>>>>

>>>> Kind regards,

>>>>

>>>> Boyeon Shin

>>>>

>>>> *Manager*

>>>>

>>>> *Service Operation Team*

>>>> *Media Solution Center

>>>> **SAMSUNG ELECTRONICS*

>>>>

>>>> *Office : [REDACTED] Mobile: [REDACTED]

>>>> *E-Mail : *Boyeon.Shin@samsung.com

>>>> <mailto:Boyeon.Shin@samsung.com>

>>>>

>>>> ----- *Original Message* -----

>>>>

>>>> *Sender* : Eric Chu<Eric.Chu@google.com>

>>>> <mailto:Eric.Chu@google.com>

>>>>

>>>> *Date* : 2011-08-08 12:47 (GMT+09:00)

>>>>

>>>> *Title* : Re: FW: Re: Meeting notes from meeting with
>>>> Eric Chu

>>>>

>>>>

>>>> Thank you again for coming to Google for this meeting.

>>>> Looking forward

>>>> to hear on the possible Samsung/Google collaboration on

>>>> merchandising/store starting with the US.

>>>>

>>>> Thanks

>>>> Eric

>>>>

>>>> On 8/4/11 12:39 AM, Martin Tannerfors wrote:

>>>> > Hi Eric,

>>>> >

>>>> > Thank you for taking the time to meet yesterday

>>>> (Tuesday) with us all, much appreciated.

>>>> >

>>>> > Attached are the meeting minutes from our meeting

>>>> which hopefully correctly reflects the discussion and

>>>> action items. Please feel free to comment if any items

>>>> are unclear or misunderstood by us. Look forward to

>>>> closer collaboration moving forward in both US and globally.

>>>> >

>>>> >

>>>> > Regards,

>>>> > Martin

>>>>

>>>

>>>

>>>

>>> --

>>> Patrick

>>

>>

>>

>>

>> --

>> Patrick

>>

>>